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MAY 17 2006

PATENT
Attorney Docket No. 50442.010200IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Alan D. Gould et al.

Confirmation No. 9535

Serial Number: 09/917,792

Art Unit: 3622

Filing Date: July 31, 2001

Examiner: Alvarez, Raquel

Title: Computerized System and Method for Increasing the Effectiveness of Advertising

RESPONSE AND AMENDMENT UNDER 37 CFR 1.111

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

SIR:

In response to the non-final Office Action dated February 17, 2006, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 10 of this paper.